

TEXAS VETERANS COMMISSION

**Stephen F. Austin Building
1700 N. Congress – Suite 800
Austin, Texas 78711
(512) 463-1295
www.tvc.texas.gov**

**Public Affairs Officer
Information Specialist II-III
Salary Schedule B17/B18: \$3,334.00 to \$4,167.00 per month**

**Posting No: 14-74
Class No: 1831-1832
Job Location: Headquarters
Austin, TX**

**Opening Date: 04-03-14
Closing Date: Until Filled
WIT #: 6294324**

The Texas Veterans Commission is committed to hiring Veterans and is proud to employ the highest percentage of Veterans among all state agencies.

Note: Veterans, Reservist or Guardsmen with an MOS or additional duties that fall in the fields of Public Affairs Specialist, Public Affairs Broadcast Specialist, Basic Combat Correspondence, Broadcast Journalist, Combat Correspondence, Public Affairs Officer, Historical Officer, Mass Communication Specialist, Special Duty Officer (Public Affairs), Broadcaster, Photographer/Journalist, or other related fields pertaining to the minimum experience requirements may meet the minimum qualifications for this position. Please call Alice Mehringer, Human Resources Manager, at (512) 463-1295 or email at alice.mehringer@tvc.texas.gov with questions or for additional information.

General Description

The position is a vital member of the Communications and Veterans Outreach team and serves as the agency spokesperson for media relations. Assists in creating and implementing the agency communication program; familiar with standard concepts, practices, and procedures within the public relations and/or communications field. This position involves regular contact with Texas media, Texas Veterans Commission executives, state officials and the public. This position reports to the Manager of Communications and Veterans Outreach.

Duties Include but are not limited to the following:

- Serves as the agency spokesperson which requires regular contact with media representatives.
- Researches, writes, edits and distributes communication materials including press releases, newsletter articles, brochures and other outreach information to news media, the public and other entities.
- Prepares, writes and edits articles for publication, social media and mass email campaigns.
- Trains and prepares other agency representatives for interviews with the media/reporters.
- Represents agency at events and promotes agency programs and services to community and professional groups to coordinate and improve interest in agency programs.

- Prepares, organizes and executes agency media events.
- Responds to general information inquiries about agency activities.
- Tracks press releases for media reach and develops/maintains relationships with media outlets.
- Keeps media contacts list up to date.
- Works with media outlets to secure paid/in-kind advertising of TVC and program areas (includes events, campaigns, and PSAs).
- Assists with creation and dissemination of communication, outreach, promotional and social media campaigns.
- Coordinates and edits presentation materials for staff to utilize for public outreach.
- Works hours other than 8-5 may be required for work related functions.
- Travels at least 10% of the time for work related functions.
- Performs related work as assigned.

General Qualification Guidelines

- Graduation from an accredited four year college or university with major course work in journalism, public relations, English, advertising, communications, social science, or a related field strongly preferred.
- Two years' experience in positions involving such activities as writing, scripting, editing, media relations, public relations, preparation of public information releases and reports and other news materials or performing related activities in a public or private enterprise strongly preferred.
- Honorably discharged Veteran strongly preferred.
- OIF/OEF/OND Veteran is generally preferred.
- Bi-Lingual, English/Spanish, is preferred.
- A valid Texas driver's license is required.

Knowledge, Skills and Abilities

- Knowledge of agency programs, functions, and policies.
- Knowledge of current veterans' issues.
- Knowledge of media outlets (newspapers, broadcast, magazine, and online news sources) and the landscape of journalism in Texas.
- Skill in utilizing social media including Facebook, Twitter and LinkedIn to reach both the media and the public.
- Skill in computer programs such as Word, Excel, PowerPoint, Access and other PC based programs such as desktop publishing graphics and photography. Skill in Adobe Creative Suites including Photoshop and InDesign preferred.
- Ability to communicate complex ideas succinctly both orally and in writing. Excellent writing, communication and presentation skills.
- Ability to speak to the public in both large and small group settings.
- Ability to work efficiently and independently in a dependable and organized manner in order to meet various deadlines.
- Ability to research and prepare information.
- Ability to compose content for the Web.
- Ability to manage multiple projects with critical timeframes.
- Ability to work well under pressure.
- Ability to establish and maintain effective media contacts.

- Ability to work cooperatively with others in a team environment.

How to Apply:

Applications may be requested from the Texas Veterans Commission, 1700 N. Congress, Austin, Texas 78711 (512) 463-6564; or downloaded from the Texas Workforce Commission website: <https://wit.twc.state.tx.us>

Only mailed applications will be accepted to:

Texas Veterans Commission
Attn: Alice Mehringer, PHR
Human Resources Manager
P.O. Box 12277
Austin, TX 78711.

Applications must be postmarked by the closing date in order to be considered for the position.

The application package must include:

- **Complete State of Texas Application.**
- **A copy of DD #214, Member #4 copy in order to receive Veterans preference.**

The following items are recommended to be included in the application package, though not required:

- **Cover letter.**
- **Resume.**
- **Link to portfolio or copies of at least two writing samples demonstrating skill in producing press releases, writing news articles or writing online copy.**

All timely applications will be evaluated based on the General Qualification Guidelines and the Knowledge, Skills and Ability sections.

Resumes will not be accepted in lieu of State Applications.

This position has been designated as a security sensitive position. A criminal background investigation will be completed on the final candidate for this position.

An Equal Employment Opportunity Employer

The Texas Veterans Commission does not discriminate on the basis of race, color, religion, sex, national origin, age or disability in employment or the provision of services.